

Rep Order# 6832834 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104461 Printed: 07/20/2012 9:01 AM 1 of 4  
EC'd Yes Last Received: 07/18/2012 3:53 PM Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1407  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, S#800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1407  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---										SC=*			
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$450.00	10/09-10/15	5	1	5	\$2,250.00		
	6	TU-TH,SU-M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/09-10/15	4	1	4	\$800.00		
	11	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	10/09-10/15	5	1	5	\$3,500.00		
	16	TU-F,M	7A-9A	TODAY SHOW	:30	\$900.00	10/09-10/15	5	1	5	\$4,500.00		
	21	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/13-10/13	1	1	1	\$375.00		
	22	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/13-10/13	2	1	2	\$1,250.00		
	23	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/14-10/14	1	1	1	\$375.00		
	24	SU	7A-8A	TODAY ON SUNDAY	:30	\$750.00	10/14-10/14	1	1	1	\$750.00		
	25	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	10/14-10/14	1	1	1	\$3,000.00		
	26	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	10/14-10/14	1	1	1	\$500.00		
	27	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$600.00	10/14-10/14	1	1	1	\$600.00		
	28	TU-F,M	9A-10A	TODAY SHOW II	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00		
	33	TU-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00		
	38	TU-F,M	11A-12P	RACHEL RAY	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00		

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Product DSCC IE				WASHINGTON, DC 20007				Salesperson ( ) AMY MCCREARY				
Estimate# 1407				Agency C/P1/P2/E 49/53/1407				Salesperson Phone# 215-568-6540				
Buyer Maura Gilroy				Flight Dates 10/09/2012 - 10/15/2012				Salesperson FAX# 215-568-1845				
Phone#				Hiatus Weeks								
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	43	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00	
	48	TU-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
	53	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00	
	54	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
	55	TU-F,M	3P-4P	DR. PHIL	:30	\$450.00	10/09-10/15	5	1	5	\$2,250.00	
	56	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00	10/09-10/15	5	1	5	\$3,625.00	
	57	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$725.00	10/09-10/15	5	1	5	\$3,625.00	
	58	TU-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	10/09-10/15	10	1	10	\$12,000.00	
	59	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00	10/13-10/13	2	1	2	\$1,350.00	
	60	SA	630P-730P	WH/JEP	:30	\$525.00	10/13-10/13	1	1	1	\$525.00	
	61	TU-F,M	630P-730P	JEOPARDY	:30	\$1,300.00	10/09-10/15	5	1	5	\$6,500.00	
	62	TU-F,M	730P-8P	FACE TO FACE	:30	\$900.00	10/09-10/15	5	1	5	\$4,500.00	
	63	M	8P-10P	THE VOICE	:30	\$4,000.00	10/15-10/15	1	1	1	\$4,000.00	
	67	W	9P-10P	LAW & ORDER	:30	\$4,000.00	10/10-10/10	1	1	1	\$4,000.00	
	68	W	10P-11P	CHICAGO FIRE	:30	\$3,200.00	10/10-10/10	1	1	1	\$3,200.00	
	71	SA	8P-9P	NBC PRIME	:30	\$1,200.00	10/13-10/13	1	1	1	\$1,200.00	

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Product	DSCC IE	WASHINGTON, DC 20007		Salesperson ( ) AMY MCCREARY								
Estimate#	1407	Agency C/P1/P2/E 49/53/1407		Salesperson Phone# 215-568-6540								
Buyer	Maura Gilroy	Flight Dates 10/09/2012 - 10/15/2012		Salesperson FAX# 215-568-1845								
Phone#		Hiatus Weeks										
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	73	SU	530P-830P	SUN NT FB	:30	\$10,000.00	10/14-10/14	1	1	1	\$10,000.00	
	74	SU	830P-930P	NEWS AFTER NFL	:30	\$1,800.00	10/14-10/14	1	1	1	\$1,800.00	
	75	SU	10P-11P	LAW & ORDER	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
	76	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/09-10/15	5	1	5	\$6,000.00	
	77	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	10/13-10/13	1	1	1	\$1,100.00	
	78	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	10/14-10/14	1	1	1	\$1,100.00	
	79	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	10/09-10/15	5	1	5	\$2,500.00	
	80	TU-F,M	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$250.00	10/09-10/15	5	1	5	\$1,250.00	
	81	TU-F,M	135A-205A	LAST CALL WITH CARSON DALY	:30	\$175.00	10/09-10/15	4	1	4	\$700.00	
	82	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$1,400.00	10/13-10/13	1	1	1	\$1,400.00	
	83	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	

**---REPORT TOTALS---**  
 Report Totals: 130 / \$105,000.00

**---SALES MONTHLY TOTALS---**  
 Oct 12: 130 / \$105,000.00  
 Sales Totals: 130 / \$105,000.00

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Station Totals: 130 / \$105,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$375,000	CATV 0%	KBLR 0%	KINC 0%	KLAS 29%	KSNV 28%
		KTNV 18%	KTUD 1%	KVCW 2%	KVMY 5%	KVVU 17%
		XXXX 0%				

---COMPETITIVE COMMENTS---  
EST SHARES

Books NOV12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE